



Development District
Association of Appalachia

6th Annual Professional Development Conference

Hilton Knoxville, 501 West Church Avenue, Knoxville, TN 37902

April 17 – 19, 2018

The Development District Association of Appalachia (DDAA) invites YOU to take time to improve yourself and your organization at the **Annual Professional Development Conference**, in Knoxville, TN. Whether you want to attain skills and knowledge for personal development or career advancement, join us for real-world executive and employee development sessions, networking and more in Knoxville, TN. The conference provides timely and relevant training for **ANY individual who desires to improve their work skills and enhance their performance**. The topics to be discussed are **relevant to all levels of employees** within an organization, from Executive Directors, Managers, and Fiscal Officers, to Board Members, IT Managers or program staff.

Online registration is available until March 23, 2018 only. After March 23, online registration will **NOT** be available. Please use this hard copy registration form and mail with payment to NADO, Attention Ian Schramm, 400 North Capitol Street, NW, Suite 388, Washington, DC 20001. Additional information can be found on the DDAA website at www.ddaa-ldd.org.

Instructions: In order to plan for space and speaker handouts, please mark X for the session(s) you plan to attend. **Pick only 1 session during each time-frame specified below.** You can mix and match sessions so please pick the session you are most interested in. DDAA assumes all registrants will attend Opening and Closing Plenary Sessions, Opening Reception Tuesday evening and Lunch on Wednesday.

Name:		Title:	
Organization:			
Address:			
City:		State:	Zip:
Telephone		Email:	
Name on Badge:			

Tuesday, April 17, 2018		
1:45 pm to 3:00 pm		
	Spread the Word: Communication Tips & Tricks	Just because you build it doesn't mean they will come. You have to spread the word. Attendees will learn ways to reach their target audience to better market their services, events, resources, etc. We will cover best practices for using social media, leveraging partnerships, press outreach and more!
	Protecting Your Organization, Your Board and Yourself from Harassment Liability <i>(Repeats at 3:15 pm)</i>	You don't want to face the prospect of sexual harassment liability. But more importantly you want a workplace free of sexual harassment. What policies should you have in place? How should you respond to an assertion of harassment? What if a supervisor appears to be the problem? How has the law expanded to include harassment on the basis of sexual orientation and gender orientation? What other kinds of harassment can get an employer into trouble today? This session will take a practical look at these questions and more.
	Social Return on Investment (SROI): Measuring Social Impact	How does your socially impactful regional development entity measure and express the social good it achieves? What is the true, fiscally-expressed value of your work? The Social Return on Investment (SROI) Methodology enables you to express to stakeholders that "For every \$1 invested into my entity, we have \$XX of social impact." This statement is based on a successfully-piloted methodology that discovers a return ratio for social impact and collates it into easily-expressed, verifiable single-sentence impact statements.
3:15 pm to 4:30 pm		
	Diversity Awareness <i>(Repeats on Thursday at 9:45 am)</i>	Whether you're managing a multigenerational or multicultural workforce, diversity is a source of enrichment and opportunity for any organization. Assembling talent from diverse cultural backgrounds helps develop a team with broad knowledge, varied viewpoints and innovative ideas. Understanding cultural diversity is an important aspect of succeeding in any position, and it helps your team become a cohesive and productive unit. This Diversity Awareness course provides team members with the tools to understand and respect people of other cultures. It also enables team members to develop the skills to gain greater understanding and respect from others. The course highlights how to successfully create a climate in which team members appreciate differences and utilize them to improve interaction, increase problem solving and promote innovation.
	Protecting Your Organization, Your Board and Yourself from Harassment Liability <i>(Repeat from 1:45 pm)</i>	You don't want to face the prospect of sexual harassment liability. But more importantly you want a workplace free of sexual harassment. What policies should you have in place? How should you respond to an assertion of harassment? What if a supervisor appears to be the problem? How has the law expanded to include harassment on the basis of sexual orientation and gender orientation? What other kinds of harassment can get an employer into trouble today? This session will take a practical look at these questions and more.

Appalachia and the Emerging Internet of Things	Internet 1.0 connected our desktops and laptops to the Internet. Internet 2.0 connected our smartphones and tablets to the Internet. Internet 3.0—the Internet of Things (IoT)—will connect infrastructure, industrial equipment, drones, and self-driving cars to the Internet. In this session, we will discuss what Appalachian communities need to know about the Internet of Things to advance local infrastructure development, workforce development, and entrepreneurial development.
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Wednesday, April 18, 2018

10:15 am to 11:30 am

Communication Series Session 1: Basic Communication and Outreach Planning	This basic communications workshop will provide a solid foundation for understanding basic communications and outreach strategies useful in day-to-day work. This session creates a baseline understanding that brings meaning to the extended skill-building sessions offered later in the conference. The workshop team will provide an interactive experience designed to increase understanding of basic communications and strategic outreach planning, while also providing templates and sample plans. The team will cover foundational elements, review and use a template for a communication plan, and discuss effective outreach planning.
Hiring Winning Talent	Hiring Winning Talent® is a talent management course that equips managers and team leaders with proven processes and tools to help them master the art and science of identifying and hiring great talent (who will be consistently rated within the top 20 percent of employees). Leaders will learn to implement a structured process that streamlines and enables the successful hiring and retention of winning talent.
Memory Power In-Depth <i>(Repeats at 3:00 pm)</i>	Long before the existence of notepads and smartphones, people had to rely on their memory to get things done. Centuries later, memory is as important as ever. Demonstrating by the use of bricks and chains, Paul Mellor simplifies on how we remember and why we forget. With humor and compassion, you will see instant results for recalling names and faces, speaking without notes, and living without the fear of forgetting.

1:30 pm to 2:45 pm

Communication Series Session 2: Skill Building in Communication Planning (Using the Tools)	This session will review the tools from the basic session, focusing on communication planning, PR and social media and storytelling. Participants will need the completed basic communication plan template and be ready to share it. There will be interactive “stations” that will review plans, offer opportunities for PR and messaging practice, review social media strategies and examples, and finally, create a real-time storytelling video.
Developing a Strategic Plan for Your Organization	Strategic planning is a powerful management tool that can help organizations focus resources, establish priorities, create action plans, and respond to change. This popular workshop provides tools for developing and implementing a strategic plan that can strengthen any organization’s effectiveness. Topics include: Who should be involved in developing a strategic plan and how to obtain input; Reviewing/updating an organization’s mission and vision; Setting organizational goals and creating strategies to turn them into action; Using a strategic plan to steer and manage an organization; Maintaining a strategic plan and keeping it relevant.
Using Google Forms	A form makes it easier to capture, organize and edit information. It’s a great idea to use a form if you need to enter a lot of data for a list or capture results for a survey. Attend this hands-on-session (with your laptop) to learn about this easy way to collect information from users in the same organization, or from anyone in the world! Learn how to collect and organize information - big and small!

3:00 pm to 4:15 pm

Communication Series Session 3: Skill Building in Community Outreach	This session will unpack the tools related to community outreach, while also providing the opportunity to use a template for building an individualized outreach strategy. Work in small groups and share findings in order to gain feedback and new ideas. Creation of surveys and using tools to gather input will also be a featured.
Building an Effective Board of Directors	Most nonprofit boards of directors focus on helping their organizations be more effective, but few give the same attention to how the board itself could do its job better. A truly effective board understands its role and responsibilities in the context of the entire organization, and monitors and improves its own performance on a regular basis. Those that do so find it actually makes their jobs easier. Topics include: Assessing a board’s needs and recruiting new members; Responsibilities and expectations of board members; Using a “job description” as a means of guiding a board; Structuring relationships between the board, committees and staff; Using committees to do the work of the board
Memory Power In-Depth <i>(Repeat from 10:15 am)</i>	Long before the existence of notepads and smartphones, people had to rely on their memory to get things done. Centuries later, memory is as important as ever. Demonstrating by the use of bricks and chains, Paul Mellor simplifies on how we remember and why we forget. With humor and compassion, you will see instant results for recalling names and faces, speaking without notes, and living without the fear of forgetting.

Thursday, April 19, 2018

9:45 am to 10:30 am

Diversity Awareness <i>(Repeats on Tuesday at 3:15 pm)</i>	Whether you’re managing a multigenerational or multicultural workforce, diversity is a source of enrichment and opportunity for any organization. Assembling talent from diverse cultural backgrounds helps develop a team with broad knowledge, varied viewpoints and innovative ideas. Understanding cultural diversity is an important aspect of succeeding in any position, and it helps your team become a cohesive and productive unit. This Diversity Awareness course provides team members with the tools to understand and respect people of other cultures. It also enables team members to develop the skills to gain greater understanding and respect from others. The course highlights how to successfully create a climate in which team members appreciate differences and utilize them to improve interaction, increase problem solving and promote innovation.
Working on Workforce: How Partnerships & Collaboration Can Lead to Improved Lives	Creating a Workforce Development Community is essential to a successful, regional workforce development approach. Representatives from social service organizations, regional development districts, educational institutions and local economic development professionals working together and sharing information on services they provide and the roles they play in the community and region will lead to increased job placement and enhanced regional economic development opportunities.
Using Excel Forms	A form makes it easier to capture, organize and edit information. It’s a great idea to use a form if you need to enter a lot of data for a list or capture results for a survey. Attend this hands-on-session (with your laptop) to learn about this easy way to collect information from users in the same organization, or from anyone in the world!

Conference Fee Based on Membership

DDAA Member: \$175 per person

Non-Member: \$275 per person

ADA & Special Needs:

If applicable, please check the box next to the need category. A DDAA Training Committee member will contact you to discuss how we can accommodate your needs.

ADA

Vegetarian Meal

Gluten Free

Other Special Needs: _____

Cancellation – DDAA reserves the right to cancel any conference-related event. Registration cancellation policy: We will reimburse your registration fees, minus an administrative fee of \$50, upon receipt of a written request up to the deadline of April 12, 2018. No registration refunds will be processed following April 13, 2018. Visit www.ddaa-ldd.org for more information.